

## EcoR Partener description - Version 07.05.2011

**Association EcoR Partener - RESOURCE CENTER FOR THE PROMOTION AND MARKETING OF ORGANIC CERTIFIED PRODUCTS**Acronim: **RCPMOCP – EP****EcoR Partener**Member of  
IFOAM EUPartener in Romania of  
<http://www.o-r-a.org/>

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**EcoR Partener – Resource Center for the Promotion and Marketing of Organic Products (EcoR)** is a Romanian NGO that has been founded in 2010 with the main purpose of supporting Romanian stakeholders from the organic agriculture to achieve a higher level of marketing expertise and also to upgrade their over-all competitive level. Subsidiary, EcoR Partener is working to



promote the social, economical and educative system based on the principles and values of organic agriculture in Romania.

The Association has been founded by key figures of the national organic scene and consists at the moment from different members ranging from individuals to organic farmers, processors and marketers of organic products. While continuing

its accelerated growth, EcoR Partener plans to improve its efficiency by creating distinct membership features based on implication level, sub-sector and interests.

We are proud to be a full member of IFOAM - International Federation of Organic Agriculture Movements and IFOAM EU. Also starting 2010 we are members of Avalon Foundation Network and we have assumed the role of ORA-filial (Organic Retailers' Association) in Romania.

EcoR is also a partner of the The *Ministry of Economy, Commerce and Business Environment of Romania* and is currently organizing a series of economic missions for the organic sectors in third countries. EcoR Partener also promotes

national and trans-national cooperation projects and undergoes different actions in order to promote and advocate the interests of organic farming in Romania and also represent the interests of its members.

Being active in a very dynamic sector, EcoR is always interested to expand its area of involvement and build-up the international network it operates in. It also seeks to expand contacts related to innovation, transfer of know-how and education, educational capabilities and teaching resources. While attempting to encourage and harness the transfer of specific information and grant access to as many stakeholders from Romania to quality and reliable resources, EcoR is also trying to contribute with its own specifics to the development of the organic sector within the EU.

The main task of EcoR within the mobility project will be to acquire new and valuable partnerships that will allow it to continue its work and dissemination efforts within Romania and offer reliable resources to the organic stakeholders in Romania.

**The main objectives of the Association are to:**

- a) Ensure relationships with all stakeholders (public and/or private) involved in policy development regarding commercial sector of organic certified products;
- b) support trading sector for high quality certified organic products through training related activities for retailers of such products;
- c) Ensure close links with international markets for the Romanian organic products and to be active in knowledge and information exchange in order to develop organic production sector;
- d) Build up national and international networks for organic farming with emphasis on the marketing of organic products;
- e) Support the development of an innovative entrepreneurship stream among retailers, for creation of professional marketing channels in order to promote the trading of organic regional and national origin products certified;
- f) Encourage and develop professionalism among retailers by creation, dissemination of training activities dedicated to this sector
- g) Support the organic products market by developing trained and certified retailer structure;
- h) Aggregate and support members' interests in relations with similar and/or complementary organizations active at national and international level;
- i) Support the emerging organic products certified market in Romania, by developing specialized structures for retail and harmonizing the interests of the domestic market to other markets;
- j) Express the common interests of association members who operate in production, processing and sale of certified organic agricultural products;
- k) Promote agricultural and food production techniques meant to protect the environment, in particular organic farming and its principles;
- l) Promote marketing of Romanian ecological products through specific actions;
- m) inform and educate the Romanian consumer regarding consumption of organic products and in particular regional and national organic products;
- n) Provide support to Association members for developing projects in organic farming (production, processing and marketing) and to support them for participation in specialized events, at domestic and international level.
- o) to be active involve in research and extension project in organic agriculture;

**Activities leading to achievement of goals and objectives:**

- a) proposing measures and policies to public administration authorities, local and central, to improve economic efficiency in the production of certified organic agricultural products, based on the real issues that members of our association are finding in their current activity
- b) participating in developing a "National Plan for Development of Organic Agriculture" and the implementation of the "National Strategy of Export Development" and the presentation of views on proposed legislation on agriculture and food, promoted by Public authorities
- c) designing, development and implementation of market studies and surveys on certified organic products and identifying market demands and consumer buying behavior;
- d) developing and implementing of information and providing vocational training programs to persons active in organic farming system, with priority for the trade sector;
- e) developing, implement and promote a standardized framework for certification (private standard)
- f) organization of symposiums, seminars, presentations, discussion forums and interdisciplinary debates and other events or specific events;
- g) printing of publications (magazines, brochures, studies, etc..) with specific information and materials regarding organic farming;
- h) developing and delivery of training through a qualification standard called "business skills in marketing of organic products;
- i) initiating and implementing actions to ensure promotion of organic agriculture through:
  - 1. providing market information, analysis and forecasts necessary for orientation of production towards market demands
  - 2. elaborating guidelines and handbooks containing organic techniques and methods to improve the market value of certified organic products;
  - 3. supplying consultancy services, expertise and training for members
  - 4. organizing seminars, conferences and public debates on organic agriculture and measures to be taken to streamline it;
  - 5. other activities of interest to the partners
- j) involve and cooperate in programs, actions or initiatives, at national / international level, public or private, related to organic farming;
- k) raise funds to support various programs, initiatives and activities conducted by the Association or its national or international partners;
- l) popularization of the Association's activities achievements at national and international level within mass media;
- m) publishing and distribution of publications in various types;
- n) for accomplishing the above objectives, the Association will participate and / or will initiate, within the limits of available resources and eligibility (at) any relevant projects co-financed by EU funds or other sources, and any appropriate partner

**National Network**

In order to achieve our goals and to achieve a high level of professionalism, communication and collaboration, EcoR Partener initiated the development of a national network of members. As shown in the statement of the objectives, we aim to achieve a communication and collaboration platform to fill in the gaps in

organic agriculture sector. The platform will be based mainly on the association's members but will constantly develop and support collaborative relationships that lead to the creation of development opportunities for all those who are involved.

For the moment our association consist of 20 associates who are active in all fields or organic sector: farming, processing units, retailers, wholesales, consultancy companies, etc

### **International network / partnerships**

EcoR Partener Association was founded at the initiative of a group of experts in organic agriculture that have decided to unite their efforts to create a structure similar to those of EU countries with a broad background in organic agriculture.

EcoR Partener Association initiative, benefits since the beginning, of effective support of leading organizations from countries such as Austria, Germany, Turkey, Greece, etc.. organizations with common goals with those of EcoR has.

The most important support comes from Austria, a country with wide experience in production, processing and marketing of organic products. ORA Association (Organic Retailers Association - <http://www.ora.org/> based in Vienna), includes members from Austria, Belgium, Czech Republic, Germany, Hungary, Poland, Slovakia and Switzerland.

EcoR Partener is a member of the ORA and its subsidiary in Romania.

Since 2006 ORA Association developed a series of activities aiming improvement of the certified organic products retailing sector, providing consulting, international networks, looby, knowledge transfer, development and dissemination of good practices in the marketing of organic products .

Another Partener with a wide experience in organic agriculture sector, namely professional training in Germany is EQUAL Institute (<http://www.equalita.de>). The institute provides training and networking services in Europe in 1992, organizing seminars, lectures and advises various institutions and international partners on topics such as organic agriculture, environmental protection, regional marketing, marketing of certified organic products, business development in the field of organic farming Sustainable rural development, environmental professional kitchen, food and cultural caravans, etc..

### **Projects developed**

Starting 2010 EcoR Partener Association, is a partner in the implementation of the project EcoQualify III - " IMPLEMENTATION OF A QUALITY ASSURANCE SYSTEM FOR TRAINING IN ORGANIC FOOD RETAIL - financed through contract 2010-1 LEO05-03967-GR1-in programs LEONARDO DA VINCI .



In this project the project teams aims to develop a standardized framework for human resource training for working in the marketing of organic products. Training program (under development) targets both retail managers and executive level (sellers, managers, technical staff, etc..) With the ultimate goal to raise the level of service quality for sale, and in consequence of developing active business in this area.

The project was initiated in November 2010 and implemented over a period of 24 months with partners from Greece, Turkey, Bulgaria, Romania, Austria and Germany

For more details about the project please address <http://ecoqualifyiii.cs.teilar.gr/home/>

Other projects that EcoR Partener wants to develop in partnership aim to:

- development of organic farms schools in order to increase the specific information on organic production methods and to create the opportunity for producers to learn by doing. This mode of learning is addressed to those who wish to initiate organic production activities but also to those who practice this way of farming. Depending on the specific issues, the farm will become a place where consumers, which EcoR Partner consider it one of the key factors for the development sector, will have access and get in contact and familiar with the quality of organic production methods



- Develop information materials (publications, video, DVD) with the practical aspects of crop / processing and marketing of organic products;

- Develop standard for eco business "EcoR Partener Standard" aiming to be recognized by similar organizations. The ultimate goal is to achieve a higher degree of recognition of the organic sector in Romania and confidence in the products and manufacturers certified under this standard in Romania, the developed markets, EU member states and third country.

- Development of "green tourism packages - Organic trip" in collaboration with City Tours & Events ([www.city-tours-events.ro](http://www.city-tours-events.ro)) in EU countries (Austria, Germany, France, Greece) but also at national level with two target grupe:

Manufacturers - in collaboration with Bio-Austria ([www.bio-austria.at](http://www.bio-austria.at)) and the Association BioKreis ([www.biokreis.de](http://www.biokreis.de)) in units of production / processing and marketing assets in organic agriculture - exchange of experience.



Consumers - in units of certified organic Tourism in collaboration with Bio Hotels ([www.biohotels.info](http://www.biohotels.info))

- development of Economic missions for Romanian producers and processors aiming -EU and third country markets potentially interesting for selling/buying agricultural products and developing partnerships.

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